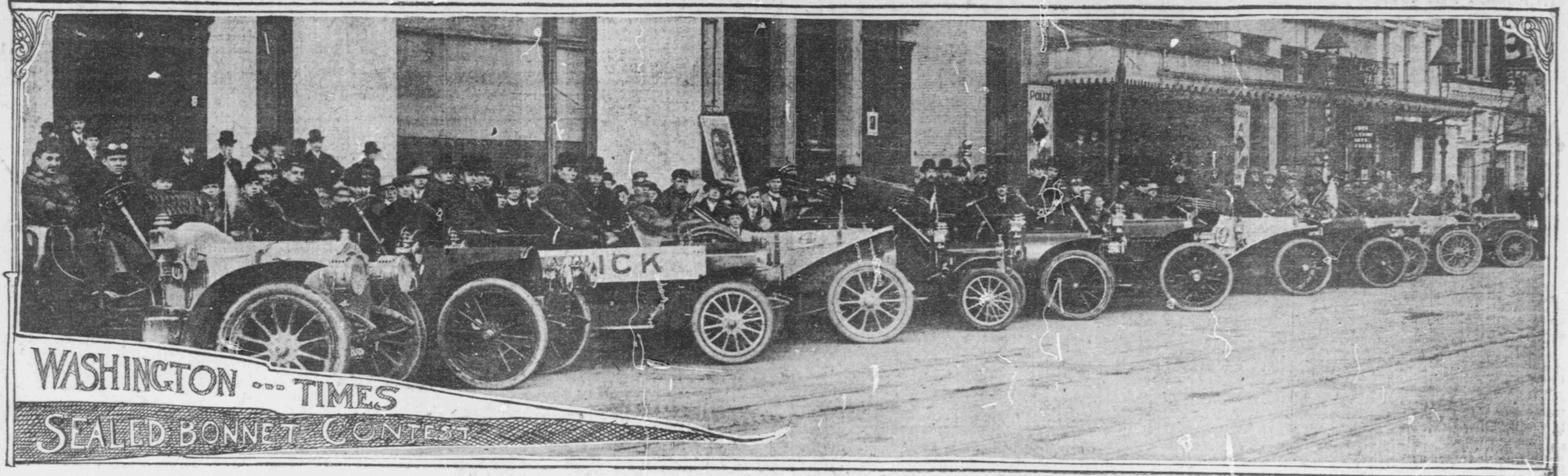


# TWELVE CONTESTANTS IN TIMES SEALED BONNET RUN THAT FINISHED WITH CLEAN SCORE AND SEALS UNBROKEN



## CONTEST DECIDED SUCCESS

Exactly What Was Needed to Arouse General Interest.

Times Run Should Be Forerunner of Series of Similar Tests.

The automobile has come to its own in Washington.

That is the keynote of the comments on The Times automobile endurance run of last Tuesday.

Bringing to light the latest possibilities of contests as a means of placing the automobile interest before the general public was one achievement of the test. Impressing the owners as well as the dealers with the value of such contests was another.

Of Recent Growth. It has not been many years since the automobile trade assumed the importance of an established business in this city. For the most part the agencies are not more than three years old. Several which are now doing a capacity business have been established since January, 1907. This does not prove that the industry is a mushroom growth, it shows the possibilities of the steady increase in the trade in the Capital City.

As has been repeatedly pointed out in these columns, Washington is essentially a city for the auto, on account of the class of its population. It is not to the very rich that the manufacturers look for their support any more than to the poorest element. The great majority of machines are sold to the well-to-do middle classes, such as Government clerks and the average business man. This is shown by the large number of cars of medium price sold. A millionaire does not economize when he purchases a machine and the occasional sale of an expensive car is in the nature of good fortune rather than a steady dividend. Washington is essentially a city of auto buyers.

Interest Must Be Kept Alive.

The necessity of keeping the machines sold here before the public is another peculiar feature of the local field. A larger percentage of the machines in this city were purchased elsewhere, probably at the home town of the buyer. Inasmuch as many of the very class which the dealers must look to for sales are in the city only a part of the year or have but recently moved here, they will look to their home cities for a machine unless the interests of the local dealers are constantly before them, and unless they are impressed with the advantages of some car sold here. Hence the necessity for keeping alive the general automobile interest in Washington as well as pushing each individual machine.

When the dealers and The Times had clearly realized the possibilities of the auto branch of Washington trade and the necessity for keeping it in the limelight, their attention was turned to the means of accomplishing this. Automobile shows and contests, preferably of endurance rather than speed, are pretty generally conceded to be the best advertising mediums known to the auto trade. Practically No Contests.

Neither of these lines has been developed to any noticeable extent in this city. Contests have been held, but they have attracted so little interest as to have been valueless from a business standpoint. The shows have helped some, but more of them later.

The cause of this lethargy was a lack of organization among the dealers. While not wishing to be officious, The Times realized that the only means of arranging an endurance contest was for some one body of men to get to work and push the plan through to a successful finish. After taking the initiative The Times found little trouble in enlisting aid. The Automobile Club supported the proposition and a temporary organization of the dealers included practically every garage in the city and brought nearly every make of machine into the run.

Result All Hoped For.

The result of the test was even better than the most sanguine had hoped for. Although the day was the worst possible for easy going, the conditions were such as to make the short run a severe test to even the high-powered machines. The fact that sixteen finished with seals unbroken attests the quality of the machines which are being handled by local agents.

There is little need to enlarge upon the success of the run; the dealers are unanimous in commending it in every detail.

Shall the Good Work Stop?

The most important question now before the automobile public is whether, after the way has been blazed, the matter is to drop. There is little doubt that other contests and longer will be held in the spring. But in the meantime this city should have a first-class automobile show. If such an exhibition is held and tendered the same support as was the Times run, it will rank with the leading automobile shows of the country outside of New York.

The most imperative necessity at the present moment is some organization of the dealers. They seem now to be divided into two clans, not because there is any animosity between the two bodies, but because steps have never been taken to form a strong central organization. With the amateur autoists organized in a powerful club such as is the Automobile Club of Washington, and with the dealer, united in an equally effective dealers' association, Washington's permanent place on the automobile map would be assured.

## Dealers Plan More Severe Auto Contest

A twelve-hour, non-stop, bonnet-sealed, cross-country endurance run looks to be the next step in the progress of the Washington automobile movement.

Local dealers show no disposition to let the grass grow under their feet. They believe in striking while the iron is hot. And that is the proposition they doped out this week.

There is nothing official about it. It will probably be several months before another contest such as the recent Times endurance run is held. Time and conditions may modify the nature of the competition, but there is little danger that the good work will stop, now that it has just begun, and the dealers have awakened to a realization of the endurance run as the most effective demonstration of the merits of their machines.

All Game Sports.

It speaks well for the sporting blood of the dealers that none of them have sought to put up any excuses for their failure to come in with perfect scores last Tuesday. Their sincerity and belief in the quality of their cars is attested by the fact that none of them seem to have lost faith by the recent test, and the winners are no more anxious to repeat the performance than are the losers to wipe out the sting of defeat.

James Flynn, chairman of the committee which represented the dealers in the negotiations for The Times run, is an even more severe test is contemplated by the dealers and has the approval of the Automobile Club of Washington.

Many of the dealers are anxious to hold a test in which a technical observer shall accompany each car, note every detail, down to the noise of the engines, and make time as well as endurance a factor in the result.

Will Fall in Line.

A number of agents were approached on the subject by a representative of The Times, and they unanimously endorse the scheme and signified their willingness to enter cars in such a test. It was pointed out that some trouble might be encountered in gaining permission from the authorities of towns along the route to exceed the established speed limit, but that is the only objection brought against the proposition.

Already The Times run has produced tangible results in the matter of sales as noted in the interviews with dealers published elsewhere in these columns. The general effect on the automobile business cannot be calculated, but will be felt for months to come.

## IMPETUS TO TRADE DEALER'S COMMENT

Maryland Car Finishes and Goes to Baltimore, Seals Intact.

"It was simply great," is R. F. Tolman's terse comment on The Times run. "Personally I didn't attain any large amount of glory over the affair. The spark plug on my Maxwell went to the bad when I was but seven miles out of town and I didn't see any particular use of covering the route after breaking the seals."

"Nevertheless I do not think that it will be long before I and the rest of the dealers in town begin to feel the effects of the contest. It was the biggest impetus the trade has ever received in this city from one event, and now that The Times has taken the initiative it is up to the dealers to foster the spirit which makes such a competition possible. Frequent contests of this kind must be continued and will be invaluable to every member of the fraternity."

Winter Show.

"Another proposition which is being pushed by the far-sighted dealers is a winter auto show. The one difficulty is the obtaining of a hall. Convention Hall would be an ideal place for an exhibition, but we find that it cannot be obtained except at a prohibitive price on account of the rink which carries a lease until next spring. Every effort is being made to arouse interest in the proposition and it deserves the support of every dealer in the city."

"The Maryland car made a splendid record. Starting fourteenth it came in with the seals untouched with perfect score, and, but twenty minutes behind a \$4,500 machine. The record made by the Maryland, as compared with its higher priced competitors is worthy of careful study. Although the contest was not a race, the car which came in early with a perfect score naturally had it some over those who came in later with a like record. In point of time we made one of the best records on the trip. One hour and fifty-three minutes was taken out for repairs to tires."

On High Speed Gear.

"The driver, John Rife, tells me that he used the low speed gear but twice, and those times to pull out of mud holes. The hills were all taken on the high speed gear, a thing which but few of the contestants were able to do."

"A proof of the condition, in which we finished is the fact that, with the seals still intact, the car was driven to the factory in Baltimore the day after the run. Leaving Washington at 2 o'clock, the Maryland reached the Monumental City in good time, and with the seals still unbroken."

"I intend to enter any kind of contest that comes along, and am in favor of pushing them to the limit. The more the better."

## A. G. Newmyer Given a Cup By Autoists

Arthur G. Newmyer, advertising manager of The Times, was the recipient yesterday of a handsome silver loving cup from the entrants and committee in charge of The Times sealed bonnet automobile contest as a token of the appreciation of the members for his work in promoting the contest.

The cup is a handsome sterling silver loving cup, bearing the following inscription:

To Arthur G. Newmyer, as a token of appreciation of his efforts in promoting The Washington Times Sealed Bonnet Contest, by the Entrants and Committee.

Mr. Newmyer was active in getting together the dealers, and was mainly instrumental in enlisting the aid of the Automobile Club of Washington in the affair. He was indefatigable in the arduous work of arranging details of the contest, and it was largely due to his executive ability that the event was pulled off so smoothly, both in starting and keeping the records on the return.

## MITCHELL RECORD IS 100 PER CENT

Only Make Represented by More Than One Car Which Qualified All.

"The Mitchell is the only make represented by more than one car that finished in The Times run with a record of 100 per cent."

James Flynn, who drove one of the Mitchells over the route on Tuesday is justly proud of the record made by his machines.

"All the other agencies," continued Mr. Flynn, "that put in more than one machine failed to qualify one or more of them. In view of the fact that I was up against the highest priced cars sold in this city, and the vast majority of the entrants were out of the Mitchell class in the price listing, I am more than satisfied with the outcome."

Boon to Trade.

"From every standpoint the run was a boon to the trade and beneficial to all those who went in for it. I am in favor of the twelve-hour non-stop contest proposed. It could be run over a triangular route, the drivers covering the distance in as many laps as the time allowed. The shortening of the actual distance of travel would minimize the difficulty of getting permission from authorities to hold such a race."

Percy M. Smoot, who drove the other Mitchell car, which also came in with a clean score, stated that he had been in the automobile business in this city for seven years, but that the roads he encountered last Tuesday capped the climax. "It was a splendid test for the machines and they deserve credit for coming through at all, even if some were compelled to break their seals. I came in well within the time limit in spite of the fact that I was delayed over an hour near Olney by the loss of a tire chain. The wheels were rigged up as best they could be with ropes and the chains could not be replaced until our arrival at Frederick. Aside from this accident we had no trouble and came through safe and sound."

## Dragon Kept Late Hours, But Came Home in Morning

William Barry, of the Carter Motor Car Company, was an observer in the Dragon, driven by Roger Flynn, which failed to show up until the day after the run.

"The Dragon sure was up against it," he said after his return to the city on Wednesday. "It is a well constructed car in every respect and made the first part of the run in good shape. We had some trouble in climbing a hill near Olney. The clutch went back on us, but we managed to overcome this difficulty only to find, on our arrival at Coleville, that Flynn had underestimated his supply of gasoline, and it was an all night rest for us. It was morning before we got enough of the fluid to continue, and even then we might have pulled in with seals unbroken had the driver been willing to take the risk with the tank. Rather than do this the hood was opened."

"We put up over night at the house of a farmer, who had but one bed, and this one was out of commission undergoing repairs. The farmer offered us the hospitality of the parlor floor, and he and Flynn stretched out before the fireplace and went to sleep. I decided to risk the bed, which was said to be too weak to stand the strain of even a single occupant. Nothing happened, and I was up before the farmer. We pulled into Washington about 12 o'clock."

THE RUN DID IT.

As a direct result of the showing made by the Ford in The Times sealed bonnet contest, a 1908 model S Ford runabout, the same model which came in fifth with seals unbroken in the run, was purchased by Dr. William R. Buchanan, 516 Fifteenth street.

## ENGINE ON WAYNE WORKED PERFECTLY

J. H. Hartman was the driver who brought the Wayne through The Times contest with seals unbroken and, as was remarked on the arrival at the clubhouse, with the engines working as perfectly as at the start.

"The Wayne came through with almost no trouble," said Mr. Hartman, "beyond that we naturally experienced in getting the car over the atrocious roads. We made the run in good time, arriving well within the time limit. No speeding was done by us or by the majority of the machines—the water breakers put a damper on any such ambition. In spite of this handicap and two stops, at Frederick and Ridgeville, I had no difficulty in covering the distance in the required time and with seals unbroken."

"I was especially proud of the manner in which my engine behaved. It worked perfectly every foot of the way and when we finished it was just as sound as at the start."

## FINISHED ON TIME, BUT CUT ACROSS

J. M. Stoddard, who entered the sealed bonnet contest with a one-cylinder Cadillac, facetiously known as a "Chinese Mercedes," came to grief in the mud between Olney and Laytonsville. At least he had to open his cylinder there because of the mud and water thrown into his engine as he was blissfully bowling through the puddles and amateur gullies. In telling his experience at the Automobile Club on Tuesday night he said:

"I finished well within the time limit, right up with the bunch, but to be strictly on the level I must say I got tired of the mud on that Olney stretch and skipped nimbly across country, picked up the run at Ridgeville, and came along with the rest, but failed to cover thirty miles of the prescribed course. Shortly after leaving Olney I missed in one cylinder, and as the other refused to carry me through I had to open the hood and get busy. It was a great contest and did the trade good."

NEW TO THIS CITY.

James J. O'Toole has acquired the agency for a new car, the Cameron. It is a runabout, 4-cylinder and 16-horsepower. The Cameron is a well-known type of the air-cooled car, but has never before been sold in Washington.

# 2 Cars Entered—2 Perfect Scores

A Record of Which No Other Car Can Boast

In The Washington Times Sealed Bonnet Contest

The "SHOW ME"

Mitchell

SHOWED THEM ALL

The Car You Ought to Have at the Price You Ought to Pay

## Four 1908 Models

Limousine	35 H. P.	\$2,800.00
Touring Car	35 H. P.	\$2,000.00
Roadster	20 H. P.	\$1,250.00
Runabout	20 H. P.	\$1,000.00

Immediate Deliveries

Flynn Motor Car Co. Incorporated

Agents For Washington and Baltimore

1028 Connecticut Avenue N. W.